

ANNUAL REPORT

OF

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PRESIDENT

CALIFORNIA STATE BOARD OF TRADE

AIMS AND OBJECTS
OF THE ORGANIZATION AND
REVIEW OF ITS WORK

EXHIBIT ROOMS :

16 POST STREET, - - SAN FRANCISCO

PRESIDENT'S REPORT.

SAN FRANCISCO, March 10, 1896.

TO THE STATE BOARD OF TRADE:

In announcing to the members of the California State Board of Trade that with this meeting closes the year of my incumbency as your President, I beg to say a word as to the origin and history of the Board and the work performed by it.

Previous to its existence there had been efforts made to form associations for the promotion of immigration to the State. The State Immigration Society had for some years maintained an organization under the auspices, I think, of the Chamber of Commerce of this city, in some form. But it seemed not to receive general recognition as a State body so as to elicit general support, and it finally, in 1887, ceased to exist.

The necessity for some central organization, with headquarters at San Francisco, whose object should be to widen inquiry into the resources of our State, and bring these to the notice of homeseekers, became so pressing that a few public-spirited gentlemen undertook the work and formed the State Board of Trade as a voluntary association, on August 2, 1887.

Several counties of the State united in this effort, and the work began in earnest at once.

Later on, in order to give permanency and responsibility to the association, it was resolved to incorporate the members, and accordingly articles were prepared, and on the twentieth day of February, 1890, the Certificate of Incorporation was issued by the Secretary of State, and since that date we have proceeded under a corporate charter.

The purposes and objects and methods by which to accomplish these objects are set forth in our Charter and in our By-Laws. I deem it proper to restate some of these provisions, from which the nature and objects of the Board will more clearly appear.

Article II provides as follows:

The objects of this Association shall be:

To establish and maintain at the City of San Francisco an exhibit of the agricultural and other industrial resources of the State;

To promote immigration to the State;

To publish and circulate from time to time statistical and other information descriptive of the growth and products of the State;

To circulate for county organizations, having membership in the Board, local descriptive literature of their region;

And generally to advance the material interests of the State by any appropriate means.

The scope of membership brings not only county organizations into relations with each other, but permits the association with them of various firms and corporations of all kinds that may desire to aid the work.

Some counties and some business firms have stood by the Board from the start; others have aided for a time and dropped out, and again some have renewed their relations, while others have not done so. New counties are being added from time to time, and new contributors are found. No State aid has ever been solicited for the support of the Board, although State aid has been freely given to assist in carrying out specific enterprises devised by the Board or receiving its sanction.

No agency for good in this world can possibly define the limits or boundaries or extent of its influence. No good man can ever know how beneficent has been his example, and his life and his work, nor can he know how many souls have been uplifted by him and made better citizens and better men. But all the world acknowledges the value to humanity of a well-spent life; nor does the world stop to be shown the individual instances of good done before bestowing its meed of praise or extending its confidence. I believe I might plant myself, in speaking for this Board, upon these general observations, and assure its faithful members that their reward awaits them, and that their work shall live after them. I must, however, be permitted to hastily record some of its achievements, if for no other motive than to stimulate to greater effort in the future.

The first, if not the most important thing accomplished by it, was to bring into relations patriotic gentlemen from all parts of the State to engage in a common effort for the good of the whole State. Divided by many hundreds of miles and living under different conditions, and with inadequate and often false knowledge of their several localities and their capabilities of soil and climate, the Board became a school of self-education of the greatest value. The older members of the Board will recall the earlier discussions and conflicts, and will note with pride how we have settled down to the acceptance of claims made for different regions which were at first disputed and disbelieved. For example, that oranges could be grown in commercial quantities north of the Tehachapi Mountains (the dividing line between North and South California), was regarded by some as unpardonable misrepresentation of fact which the Board ought not to permit to be sent forth. But the proofs were forthcoming through the efforts of members most interested, and gradually we have forced the most skeptical to admit this most important fact. The official report, to-day submitted, of

shipments of fruit out of the State for 1895, shows that there went by cars to other States from Northern California, 135.8 car loads of oranges. Of these 57.8 cars went from the terminal point—Marysville—four or five hundred miles north of the Tehachapi Mountains; 16.4 cars went from Sacramento, and 59.2 from Stockton; and from all points in the North an aggregate of 135.8 car loads. This I believe to be the direct result of influences having their origin in this Board, and has come about by the associated relations of its members. As a prerequisite to efficient work abroad was the determination of the truth as to all parts of the State, and the convincing of ourselves of that truth.

Following naturally upon this course of self-education, came the dissemination of reliable literature by this Board. Our bureau of correspondence soon assumed large proportions. Our exhibit, although at first but small, attracted visitors to the State, and their names were registered. We thus became possessed of the addresses of thousands inquiring about California, and to them we sent the literature prepared by this Board, as well as that furnished by counties that were members. This distribution was the most judicious, and furnished to subscribers the means they could not otherwise have had to reach the public attention. It is altogether probable that thousands of families now residing in California obtained their first convincing intelligence of our resources and climate through the distribution of this literature.

One of the effects of the work of this Board in this connection, was the discouragement of unreliable and exaggerated statements, and to repress those persons who were disposed to take advantage by imposing upon the credulity of strangers who desired to settle in our State. We have investigated and reported upon various schemes to colonize, and where we found them devoid of merit we have not hesitated to denounce them. The fact that this Board had an existence and stood ready to announce the truth, has had a restraining influence upon selfish schemers. There have been times since we were organized when the greed for information about California and the desire to come here, amounted almost to a craze. We have sought to meet all demands during these periods, and at the same time to warn where a warning seemed called for.

In 1887 our Board organized and conducted an excursion to Portland and return, upon the occasion of driving the last spike at Ashland upon the completion of the road connecting us with our sister State. A train of several cars was provided; and prominent gentlemen representing the various industries of the State, from various localities, made up the party. The object of this excursion was to invite a closer business relation with our neighbor, and to establish a feeling

of amity and good will for the betterment of the Pacific Coast generally.

Among the early special duties undertaken by this Board, related to the work of irrigation in this State.

It will be remembered that the United States Senate in 1888 created a Special Committee, of which Senator Stewart of Nevada was Chairman, to investigate and report upon the arid regions of the West and their reclamation. Every State and Territory concerned in the inquiry made preparations to aid the committee. The work for California fell upon this Board. In advance of the Senate Committee's coming, in 1889, we appointed a committee to prepare data and arrange to conduct the Senate Committee throughout the State. Among our archives will be found the report submitted to the Senate Committee, which was made the basis of its report to the United States Senate.

Great as are the attractions of California in her mines, and forests, and her general agriculture, this Board soon conceived that her chief attraction must lie in her unrivaled climate, and the wonderful range of fruits made possible by that climate. Our efforts were, therefore, largely directed, not only to make known these attractions by our pamphlets and reports, but by enlarging our markets for these fruits in the East. We labored to bring the producer in closer relations with the consumer, and to enlarge the number of dealers in our fruits in both the green and dried form.

To accomplish this more effectively, and more rapidly, this Board undertook the labor of making Eastern exhibits.

The first of these exhibits was in 1887 at Lansing, Michigan, at the opening of the National Grange. The Grand Master of our own State Grange took charge of the exhibit, and at its close the samples were given away and taken into nearly every State and Territory in the Union.

The next illustrative exhibit—a much more ambitious one—was made by this Board at Columbus, Ohio, during the National Encampment of the Grand Army of the Republic, in 1888. The occasion was an inspiring one, and brought together men and women from many States from all walks of life. There were estimated to be 60,000 Union veterans of the War of the Rebellion in line on parade day. We took to the encampment over fifty tons of the products of California. They embraced fruits, wines, minerals, commercial woods, cereals, and a beautiful floral display. Mr. Wm. H. Mills, of this Board had charge, and was assisted by Mr. E. K. Alsip, and Mr. Albert Leonard of Sacramento, and others, who contributed their services without compensation.

In addition to the fruits, and wines, and other products distributed there, we sent forward thousands of pamphlets, newspapers, and other

forms of descriptive literature. A great deal of money was required to carry forward this enterprise, which was obtained through the labor of this Board.

This effort was followed up in 1889 by an exhibit known as "California on Wheels," which consisted of an exhibition car and a living car. It made a tour across the continent to New York and return, and claimed a record of entertaining 500,000 visitors.

In 1890 we followed with a "California on Wheels" which was a much more elaborate display. This was the finest train of the kind ever put upon the tracks in any country. The Southern Pacific Company fitted up the cars at a cash outlay of not less than \$10,000, and aided in many ways, not only by contributing the train, but by securing the free use of tracks from connecting lines. There were two exhibition cars specially fitted for the exhibit, besides a living car. One car contained grapes and their products exclusively, and the other examples of the forest, field, orchard, and mines. The tour embraced all the leading cities of the continent, and included intermediate towns and cities. I cannot name all the persons who at different times contributed their services during the many months this train was on its pilgrimage. I may name two as an example of the character of the citizens who went along and talked, and lectured, and labored for California. These were Doctor R. B. Blowers, of Woodland, now deceased, and Professor C. H. Allen of the State Normal School.

There followed along in due time the movement for a display at the Chicago Columbian Exposition. It is due to the history of California's connection with that marvelous enterprise—the like of which had never before been seen, and probably will never again be equaled—to record that the State Board of Trade took the initiative in making California a prominent factor in Chicago's success. We caused a call to issue for a State Convention to consider the matter, and your present President was made Chairman of the Convention, and afterwards became the President of the Association then and there formed, and that continued to act until relieved by the corporation formed under State law.

It was this State Board that by its members went before the Legislature with such aids as it could obtain, and urged the passage of the act, and to make the appropriation under which California became so prominent at Chicago.

We not only as a Board made a large exhibit, but the book setting forth the Resources of the State, and published by State appropriation, and distributed at Chicago, was edited under our supervision, and many of its articles were contributed by our members.

The Midwinter Fair held at San Francisco in the following

winter became possible only through the pertinacious and persistent efforts of this Board at the critical period of the early history of that Fair. If this Exposition had not arisen in the shadow of the great Chicago Fair, the world would have pronounced it one of exquisite beauty, and unique in the history of expositions. It was, nevertheless, a revelation to thousands of people, and a source of pride and satisfaction to California, and especially to the people of San Francisco, upon whom the burden of the cost mainly fell. It will long be remembered as one of the bright episodes in the history of California's development, and an honor to its projectors and managers.

Another of the special achievements in which this Board exerted a commanding influence, was worked out through the California Press Association, by aid of this Board. I refer to securing the meeting of the National Editorial Association here just before the World's Fair. Our Board organized excursions for, and opened its doors to these powerful moulders of opinion while sojourning among us. Probably from no other source did the State ever obtain as much intelligent advertising as through the letters and editorial comments of these newspaper men.

It was largely through the efforts of this Board that the holding of Citrus Fairs in this State, North and South, was brought about. We saw that this important industry had no place at the State Agricultural Fair, because that Fair was held at a time when citrus fruits were out of season.

Out of this grew the idea of separate Citrus Fairs which have resulted in great good to the State, and have brought into generous rivalry the North and the South, and have served to convince the world that there is no "pent-up Utica" in the matter of California climate, but that substantially similar conditions exist from Shasta County to San Diego—a country eight hundred miles long north and south, and embracing all the valley regions.

Finally, in the catalogue of the more specific and pronounced work of this Board, I mention our exhibit at the Atlanta Exposition. The results have been set forth by our very efficient and energetic Manager and Secretary, Mr. J. A. Filcher, in his report to this Board. I visited that Fair and saw our exhibit, and I desire to say what perhaps the modesty of our Secretary would not permit him to say, that for beauty and effectiveness of arrangement, and for its care, and for courteous attention given to guests, I saw nothing at Atlanta deserving greater praise than the display of this Board and the management by our Secretary. I at first doubted the wisdom of our Board undertaking this enterprise, but for the money expended I now believe we have never done so much to establish the claims of California.

A feature of our work for the past nine years has been to investi

gate and invite attention to new lines of agriculture. The wonderful possibilities of our soil and climate open new fields constantly. Our meetings have been open for the discussion of all matters germane to our objects and purposes. We have taken up and examined economic questions from time to time relating to manufactures as well as to agriculture. One of the most elaborate reports ever made upon the wants of this State, in relation to the improvement of our rivers and harbors, was made to this Board and forwarded to Washington.

We have sent out for the use of museums at the East, and also for legitimate private enterprises, having for their object the promotion of immigration, a great many of our samples.

We began in 1890 to make annual reports of the shipments of fruit, wine, and brandy, and vegetables from the State, and the Report submitted to-day is the Sixth Annual Report on that subject. These Reports furnish a source of accurate information and comparison of great commercial value.

The efforts of this Board to accomplish the purposes of its being have not always received the support to which they were entitled. The chief, and I believe the only source of opposition, has arisen out of the fact that the Southern Pacific Railroad Company has been a large financial supporter of the Board, and has given to our work the services of one of that Company's ablest minds. It is due, both to that Company and to this Board, that the exact truth be recorded at least once.

It implies no want of appreciation of the services of other members, to say that Mr. Wm. H. Mills has been the life and inspiration of this Board. With a rare faculty to conceive avenues of usefulness, and to devise ways to exploit them, his fertile and active brain has done more than that of any half-dozen of us to keep the Board from rust and decay. So much for the man involved. As to the Company, it has been a constant contributor for nine years of \$250 per month in money; it has fitted out at its own expense and sent away under our direction the two exhibits, "California on Wheels"; it has secured for us either entirely free or greatly reduced rates on all our exhibits sent East; it has given transportation to our agents sent with those exhibits over its own lines, and has secured passes over other lines; it has furnished transportation in innumerable instances to our committees charged with investigations of public importance; it has specially contributed money at times in aid of printing important documents; its actual money contributions of monthly dues, and outlay in fitting up exhibits in cars and in other ways cannot have been less than \$50,000. If the Company has ever in all these years presented openly or covertly to this Board any proposition that savored of selfish gain; if it has ever offered for sale through this Board, or

solicited its aid to sell an acre of its land; if it has ever asked the support of this Board for any line of its policy upon any subject whatever, I am unable to point it out, and confess ignorance of it. Members of this Board have been denounced as railroad advocates and supporters upon no other ground than that the Southern Pacific Railroad Company is permitted to become associated in the work of this Board, and because we do not drive the Railroad Company's support away from it.

From my point of view, I regard the work of this Board as an important one to that Company, and fully justifying all it has done or may do in aid of that work, but I would regard myself as cowardly and ungrateful not to be willing to speak the truth as to its relations to the Board and the value of its support. Indeed, the support given this Board by all its many and different constituencies is logical and proper, for all are concerned in the welfare of the State. It seems to me that if we can have the assistance of the railroads in helping to develop the State, it is simple common sense and simple business sense to accept it, and it is a perverted judgment that would drive the aid away from us.

This Board has made no parade of its importance, nor has it sought factitious or ephemeral glory.

It started out to fill a niche in the busy world of California's activities and to supplement the work of Chambers of Commerce and like bodies and to become a living, permanent instrumentality for the advancement of all the material interests of this State. It has lived long enough and has done work enough to entitle it to a place among the recognized institutions of this great State.

I congratulate the members of this Board that an organization so hopefully begun has not, like many of its predecessors, been allowed to go into decay.

I take the liberty of thanking you, in the name of the State you have so faithfully served, for all you have done, and to urge to still greater efforts for the common good.

N. P. CHIPMAN,
President California State Board of Trade.



